To the Trade

July 25.

Order from

the authorized agents and you are sure to receive the genuine Belwarp Goods. We are the only agents in

Toronto

of Belwarp Worsteds and Serges. Our stock at present is almost complete in all numbers of these famous goods.

Beware of Imitations.

FILLING LETTER ORDERS A SPECIALTY.

John Macdonald & Co.

Wellington and Front Sts. East. TORONTO.

TORONTO LAGER.

Reinhardt & Co.'s, as Judged in Munchen, Germany.

The following will be read by all Canadians, and particularly Torontonians, with some degree of pride and pleasure, as an evidence of what Continental critiques and connoisseurs think and have to say regarding the lager brewed by Reinhardt & Co. of this city. Mr. Lothar Reinhardt while on a visit recently to Germany decided on testing the public palate there with a view to possibly meeting the growing demands and requirements of the English and American trade, concluded to send to a city and such part of that empire a consignment of the several brands brewed by them, where he felt well they would like the subjected to the most rigid and stringent tests known, selecting for this purpose the city of Munchen, Bavaria, with Mr. Joseph Salcher as consignee, proprietor of the Grand Restaurant Platzl, known as the "English Bar," by reason of its having been remodelled to meet the demand and requirements of the times. This gentleman, whose long experience and wide connection with the better classes, fully warranted Mr. Reinhardt's selection. Those who have been in Munchen will recollect that the world-renowned "Hofbrau" house stands on the opposite corner to Mr. Salcher's place. In a letter received from this gentleman dated July 10 the following is a translated extract:

"Dear Sir Reinhardt:—The consignment of assorted beers, per your European correspondent, Mr. L. Promoli, reached safe and in perfect order. To ensure correctness in judging forwards it was immediately taken care of by and under my own special supervision, knowing that you desired a fair and candid expression of opinion on the merits of these goods. I have therefore a great deal of pleasure in saying that when these several brands, but most particularly the Salvador, were given to my most intimate patrons and daily guests (Stammgaste), the unanimous expression from all was that there was a fulness, richness and exquisite aroma that commended itself at once to the palates of the most experienced beer drinkers, that, in short, they concluded that it excelled beers brewed in Munchen. Your beer is really grand and was much enjoyed, and we cannot wonder that when you turn out such goods as we have been permitted to enjoy, I cannot see but that you must reap the fruits of a large and profitable trade. My wife and many lady friends now join in drinking to you and yours success in a glass of your own most delightful Salvador." 27

Rain Wanted in India.

Bombay, July 24.—The partial failure of the monsoon has occasioned grave anxiety. The rain fall has been injuriously excessive in Bengal and the northwest provinces, but in the Deccan, Berar, Gujerat and some of the central provinces there has been almost no rain. The situation in Western India is already critical and disaster is threatened.

The plague is increasing in Poona, where there were 116 cases on Sunday, and 82 deaths.

To Administer Estates.

The Toronto General Trusts Company yesterday applied for power to administer the estate of the late Henry A. Englehardt, who died in Nov., 1897. The estate consists of $21,40 in debts, $5032.99 in mortgages, $3975.20 in stocks, $2761 cash, and $1500 realty. All the relatives live in Germany.

E. R. C. Clarkson secured power to administer the estate of the late F. J. Whatmough, commercial traveler of Montreal, who left $1000 when he died.

Down Went James.

Several residents of Deer Park gave evidence yesterday in County Magistrate Ellis' Court against James Smith, who was charged with indecent exposure and vagrancy. He was fined $10 and costs or 20 days on the first charge and $40 and costs on the second. He went down.

ALASKAN EMBROGLIO

London Saturday Review Says it Is Not Canada's Quarrel, But Britain's, Because of the Mother Country's Indifference in 1825.

Saturday Review: As the month of August approaches, the prospect of the reassembling of the Anglo-American Commission recedes. Points of difference between Canada and the United States become more distinct and hopes of reaching any sort of common ground to start from more nebulous. The political exigencies of the moment are unfortunately but shifting sands on which to construct a durable and honorable understanding, but this is the foundation upon which arrangements with the United States have to be built up. Consequently it would be unphilosophical to show surprise when we find American statesmen openly advocating the denunciation of the Clayton-Bulwer treaty and responsible writers calmly endorsing their views. If this is done in the green tree of the "Anglo-Saxon Entente," what will follow in the very dry period of its decay? As we pointed out a few weeks ago, it is so difficult to gauge the shape which the plans of our public opinion will assume in any given case that it is vain to forecast the effect which an arrogant Alaskan message from President McKinley might have in England. As the time for the Presidential nominations approaches he may find the Cleveland precedent too tempting to neglect. Whether or no the British people would a second time accept what American writers proudly refer to as "such a setback as England had not received for a hundred years," it is impossible to conjecture, but we may be well assured that the situation now growing to a head on the Alaskan boundary is very differently dangerous from that in which President Cleveland's Monroe heroics proved so successful. Instead of an insignificant dependency like British Guiana, our client on the Yukon is our premier colony. We shall not ignore Canadian claims as we ignored the protests of our subjects on the Venezuelan borderland. We have a right to demand that Canada's attitude should be a reasonable one and in accordance with the comity of civilized nations; but, once convinced of that, we shall have to support her in all efforts to achieve a satisfactory solution to the Alaskan problem.

Ridiculous attempts are made from day to day by correspondents from Washington to mislead public opinion in England, but they may safely be ignored as they invariably contradict themselves within 24 hours. The perusal of the dry, but accurate, official account of the conference is enough for the seeker after truth. It is true that if it were not for Canada an arrangement between England and the United States might be made to-morrow; it is also true that if there were no British subjects in the Transvaal, the Boer Government would be poor, but honest, and we should have no quarrel with them. It is no less true that if Newfoundland were not a British colony we should not dispute with the French about its fisheries. The quarrel may be Canada's, but we saddled it upon her by our own indifference to an accurate settlement in 1825. With the lessons of Oregon and Maine before us we are not likely again to abandon territory to the United States, except at the bidding of some impartial tribunal. Such a tribunal we have all along demanded and the United States refused. First we asked for an American and English jurist and a third chosen by the two. Such a tribunal would have been enough for decisions and not enough for varieties of divergent views, with the advantage of a casting vote. The United States refused, and proposed three jurists from each side with no casting vote. Such a tribunal would not only decide nothing, but would in all probability have made confusion worse confounded. We wanted a complete settlement, and wisely declined it. The American commissioners then countered with a South American statesman as an ideal sole arbitrator. Even New York journals saw the frivolity of such a proposal from the disciples of Monroe. With as much reason might the Czar propose to submit some difference with us to the judgment of M. Deroulede. Whether Canada or the United States is more reasonable as to the tribunal desired let the fair-minded reader say. As to points in dispute they are many and complicated. Great Britain is ready to refer them all, given an impartial tribunal; not so the United States. "Let us follow the Venezuelan precedent," we say. "Then at your bidding we submitted 109,000 square miles to arbitration, containing many settlements of our subjects, who would rather not become citizens of Venezuela." To this pathetic, and surely not unreasonable, appeal, backed up by the "Anglo-Saxon Entente," the State Department return a non-possumus and demand that in any case "all towns or settlements on tide-water, settled under the authority of the United States at the date of this treaty, shall remain within the territory and jurisdiction of the United States." To this our commissioners responded that it was to depart widely from Venezuelan rules and that such a sweeping claim by the United States was such as "justice, reason and the equities of the case did not require." It is not so evident, as we are bidden to assume, that the unreasonableness of Canada was the stumbling block over which the commissioners fell.

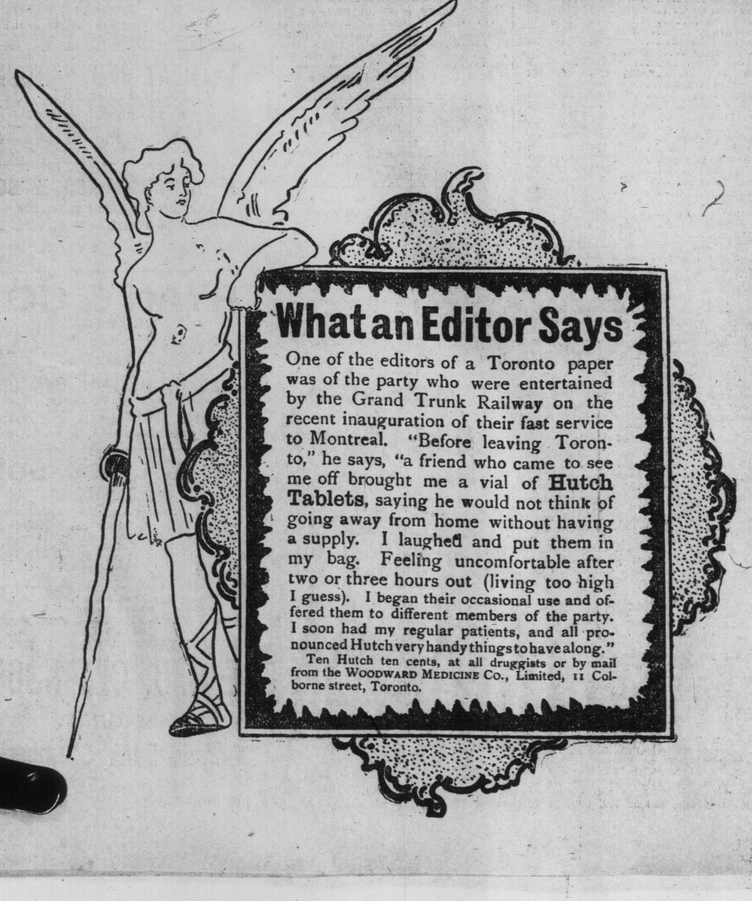
The correct interpretation of the treaty between this country and Russia, made in 1825, is one of those questions eminently fitted for submission to a select tribunal of competent jurists. It is also one that should be settled once for all after proper discussion. Otherwise it remains fruitful in dangerous dispute for the future. That is why the American proposal of six jurists was hopelessly unsatisfactory. The clauses of the treaty in question on which the discussion arises bristle with arguable points of international law. What is the exact meaning of "the windings of the coast"? Are the islands which lie between mainland and ocean the coast? Is the "coast line" to be traced 60 miles inland along the intricacies of the Lynn Canal or does it cross its narrow entrance and follow the ocean shore northward? These are some of the questions we have asked to have submitted to the tribunal. In any case, reply the other side, if we lose we must keep Dyea and Skaguay, which lie on the north side of the Lynn Canal and tap the Klondike traffic, before we submit the Lynn Canal to arbitration. Yes, replies Canada, provided that we, should we lose, may have Pyramid Harbor, which lies a little south of them. Thereupon the indignant correspondent from Washington telegraphs over an "unprincipled attempt of Canada to appropriate Pyramid Harbor," but says nothing of the previous demand by the State Department for Dyea and Skaguay. Then we have the cry, "Shall we sacrifice American citizens settled in these territories?" But what of English subjects in Venezuela? Is Canadian government likely to be worse than that of a South American Republic? In short all disingenuous attempts to evade the real issue come to this—that Canada is ready to submit all the matters in dispute to an impartial tribunal which shall decide once for all. The United States demand a tribunal which is either a farce, like the South American statesman, or not likely to settle anything, like the equal number of jurists from each side. Furthermore they will not submit everything without reservation. Other attempts to confuse the issue, when tracked to their source, ultimately resolve themselves into this—that the Canadians are very unreasonable; since 1867 the United States have been in Alaska, and there have been no disputes until gold was discovered in Klondike. As a matter of fact it was the Canadian Government which, in 1877, sent an engineer to survey the boundary, and his provisional line was accepted as a working basis by the United States. Again, in 1885, a Canadian jurist first pointed out the grave reasons there were to doubt whether the limits claimed by the United States were those actually intended by the framers of the Anglo-Russian treaty of 1825. The gold discovery only awoke a slumbering dispute, it did not create a claim by Canada. We cannot make more concessions to the United States without Canadian acquiescence, and our own experience in that direction does not give us much hope of their efficacy if we do. Lord Palmerston after the Ashburton treaty wrote, "I give up to-day to the Americans, who are an exacting people, a point which you deem of small importance; this is certain to lead to your being asked to give up another point of more importance to-morrow. Every man who seeks popularity will attempt to gain it at your expense." Unfortunately the story of 50 years has confirmed the sagacious forecast of Palmerston. We are not this time in a position to try to satisfy demands that will have no satisfaction. Even Lord Charles Beresford sadly acknowledges that the "Anglo-Saxon Entente" has given us no help where we might have fairly looked for it in China. If it does nothing to modify the American attitude in Alaska, it will have proved not less evanescent than the bubbles of the champagne on which it floated into existence.

Travel and Recreation Magazine.

Travel and Recreation for July is a handsome number, the color work for which this magazine is noted being very fine. The travel features, edited by Capt. Melville, are of unusual interest, while golfing, yachting, canoeing, tennis and doings of society in Ottawa, Toronto and Hamilton, receive much attention. The golf pictures include that of Miss White, leading lady player of Canada, who is at present the guest of Mrs. J. K. Kerr, Miss Crombie, Miss Wilkie, Mr. George S. Lyon, champion of Canada, and Mrs. John Dick, Mr. A. W. Smith, Miss Fuller, Miss Scott and others. A fine cut of Aemilius Jarvis, the yachtsman, is shown in connection with yachting. The department of "Artists and Their Work" contains a fine reproduction of Mr. W. A. Sherwood's painting of Miss Crawford, daughter of Mr. George Crawford, Toronto. The many departments are well sustained. Mrs. L. F. Millar's pictures of the South are also interesting.

The Dead Czarewitch.

Moscow, July 24.—The body of the Czarewitch, in its solid gold casket, arrived here last night. The Czar went to Koskowo to meet the body of his late brother. After the Metropolitan Vladimir had celebrated a requiem mass the funeral train started on its way to St. Petersburg, where it will arrive this afternoon.



What an Editor Says

One of the editors of a Toronto paper was of the party who were entertained by the Grand Trunk Railway on the recent inauguration of their fast service to Montreal. "Before leaving Toronto," he says, "a friend who came to see me off brought me a vial of **Hutch Tablets**, saying he would not think of going away from home without having a supply. I laughed and put them in my bag. Feeling uncomfortable after two or three hours out (living too high I guess). I began their occasional use and offered them to different members of the party. I soon had my regular patients, and all pronounced Hutch very handy things to have along."

Ten Hutch ten cents, at all druggists or by mail from the WOODWARD MEDICINE Co., Limited, 11 Colborne street, Toronto.

PREPARING FOR EMERGENCIES

Which Might Arise When the Trial of Dreyfus Begins on August 7.

Rennes, July 24.—Now that the date of the court-martial for the trial of Captain Dreyfus has been fixed for Aug. 7, there is greater activity in the preparations for that event. Telegraph and telephone lines are being constructed, and officers on furlough have been ordered to return to their posts by Aug. 4. The gendarmes have been given a new countersign, and Minister of War has issued instructions with regard to possible demonstrations. Barriers will soon be erected in the vicinity of the building in which the court-martial will hold its sittings, partly to divert traffic and partly with a view to the resistance of possible mobs.

WHOLESALE LYNCHINGS IN GEORGIA.

Decatur and Early Counties Greatly Agitated Over the Recent Killing of Negroes.

Bainbridge, Ga., July 24.—Decatur and Early Counties are still greatly excited over the recent lynchings of negroes. One negro has been lynched by hanging after his body had been mutilated; two have been found dead, and their scalps are reported to be on exhibition at Saffold, while the bodies of two others were found lying near a railroad track in the disturbed district. The cause of their death is in doubt. Crowds are still hunting for five other negroes who were implicated by Louis Sammons, one of the men lynched, in the assault on the Ogletree family.

DEY DANCE DE VOODOO.

Negroes of Chattanooga and Vicinity Have Gone Wild Over the Ancient Worship.

Chattanooga, Tenn., July 24.—The negroes of Chattanooga and vicinity have inaugurated the ancient Voo Doo dance, and the entire negro community have gone wild on the subject. Negroes have congregated from as far as Alabama and Mississippi to participate in the weird exercises and worship. The city is full of excited colored people, drawn here by news which has gone forth. Several hundred of the negroes started dancing to the accompaniment of tom-toms and other like instruments, and will continue to do so until their physical strength is completely spent.

The applicants for membership in the band take their seats in the middle of a dark room. There they wait until a vision is seen, and they immediately arise and relate it. If the dream is horrible enough the initiates look upon the negro is admitted into fellowship, and at once begins his dance with the others. The Voo Doo worship has assumed such alarming proportions that the attention of local officers of the law has been called to it, and a stop will probably be put to it before another dance takes place.

THE GLORIOUS TATTOO.

Public Always Like Scarlet and Brass Bands and Fashion and Beauty Will be There.

Low-bred peoples, Hottentots, Basutos,
Have a taste for scarlet and brass bands,
Says a poet of modern date, but he would
probably change his opinion when he sees
the splendid throng and the beauty and
chivalry of a great city at the tattoo on
Wednesday and Thursday evenings. Kipling's rather than Miss Carman expresses the popular feeling when he says, "O! it's thank you, Mr. Atkins, when the band begins to play."

The splendour of the pageant to be presented at Hanlan's Point on Wednesday and Thursday evenings will transcend that of any military spectacle yet seen in Toronto. A kind Providence has promised that the fine heated term will continue and no spot will be found more delightful than the cool and comfortable grand stands at the Island, fanned by the grateful breezes from lake and bay, which will blow across the scarlet-dotted, torch-lighted, halo-crowned greensward.

In spite of rumors to the contrary, there are still a few reserved seats left at Nordheimers', and, fortunately for the late-comers, every seat in the grand stand commands a splendid view of the scene. The Toronto Ferry Company has undertaken to carry all the people with ease and comfort.

AN AWFUL DISASTER

At the Charlottenburg Races—Lightning Strikes a Flagstaff, Kills 3 and Injures 25 People.

Berlin, July 24.—About 10,000 persons were in attendance at the races at Charlottenburg, when a violent thunderstorm swept over the town. A flash of lightning struck the flagstaff and many-colored flames ran down the guy rods, giving it the appearance of a fiery Maypole. From the guy rods the lightning passed into the spectators' stand, where a horrible scene took place. Two women and a man in one of the stands were killed outright, and their bodies horribly burned by the electric fluid, while flames played over the bodies until they were burned to a crisp. A tremendous panic followed, as almost everyone in the stands near the Maypole was temporarily prostrated, and it was thought for a time that all were killed. Beside those killed and seriously hurt, twenty-five persons were slightly injured during the panic.

DEAD AT 106 YEARS.

Mrs Catharine Dillon Was Born in Ireland on July 27, 1793—She Died From Grief.

Bristol, Pa., July 24.—Lacking but a few days of 106 years, Mrs. Catherine Dillon, the oldest woman in Bucks County, is dead here. She was born in Ireland, July 27, 1793, and came to this country early in life. There are living four of her children, ten grandchildren and fifteen great grandchildren. Grief over the recent death of a daughter is supposed to have hastened her end.

Sills of Napanee.

County Constable E. H. Sills of Napanee was a visitor at the Parliament Buildings yesterday, but he was just taking a look around and his business was not in connection with the Napanee bank robbery. Deputy Attorney-General Cartwright said that Mr. Sills did not call at his office, and as far as he knew there was nothing new in the case.

Left on Saturday.

A large party of ladies and gentlemen left on the Muskoka Express Saturday for the Robinson House, Big Bay Point. It is the best place in the country to spend your holidays. Good fishing, bathing and boating and excellent meals. For rates, etc., apply A. Arnall, Barrie, Ont.

Off for Europe.

Miss Nora Laugher, the talented young advertisement writer, is off on a trip to Europe, sailing from Montreal to-morrow per steamship Lake Superior. She will return in September. Her office, 9½ Adelaide-street east, is still open, and all orders and enquiries left there will receive the usual prompt attention.

Chick Davis' Sudden Death.

Wilmot, Ark., July 24.—Chick Davis, the negro murderer of Will Grin, a respected farmer, was lynched here early to-day. He was overtaken in a corn field, and snapped both barrels of his gun at the pursuing party, and was then fired upon by them and killed instantly.

Custody of His Children.

The petition of William Page of London to secure the custody of his children, who are with their mother in Ingersoll, came before Justice Falconbridge at Osgoode Hall yesterday. The case was adjourned till Sept. 1, when it will be heard at London, from which city it had been referred to Toronto.

WHO WAS THIS MISS HOBBS?

American Woman Caught Shoplifting in the Louvre—She Was Released.

Paris, July 24.—A sensational case, which recalls that of Mrs. Castle of San Francisco, about two years ago, is agitating Americans here. A lady who is described by some of the papers as "Mrs. A., an American millionairess, well known in New York society," but who the consulate here say is a Miss Hobbs, was caught shoplifting in the Louvre. Inspector Albanel, the head detective of the Louvre, followed her about the store, and noticed that she picked up something at every counter she passed. The woman was arrested outside the Louvre and taken to the police station. A policeman searched her rooms at the Hotel Continental, where a number of stolen objects were found. On paying for the property the woman was released, as it is the custom of the Louvre not to prosecute kleptomaniacs when they are foreigners or well known.

THE FRENCH SHORE QUESTION.

Chamberlain Won't Make a Statement About It Before the Close of the Present Session.

London, July 24.—Mr. Joseph Chamberlain, the Secretary of State for the Colonies, replying to a question in the House of Commons to-day, said he did not expect to be able to make a statement before the close of the session on the subject of the questions dividing Great Britain and France with regard to Newfoundland.

As to the modus vivendi expiring the present year, Mr. Chamberlain said there would be time to obtain the necessary colonial legislation before the next fishing season.

C. J. TOWNSEND
28 KING ST. WEST. & CO
Competent, Reliable Auctioneers

STANLEY PIANOS

D. K. McLAREN
Phone 874. 88 BAY STREET. 246

THE
J. C. McLaren Belting Co.
PURE OAK TANNED
BELTING
Buy our "Extra"
Quality never varies.
MONTREAL. TORONTO.

STANLEY PIANOS
THE STANLEY PIANO CO., Limited,
11 Richmond St. W., Toronto.

DR. ARNOLD'S ENGLISH **PILLS...** FOR THE BLOOD
ALL DRUGGISTS.

Nervous Debility.

Exhausting vital drains (the effects of early follies) thoroughly cured: Kidney and Bladder affections, Unnatural Discharges, Syphilis, Phimosis, Lost or Failing Manhood, Varicocele, Old Gleets and all diseases of the Genito-Urinary Organs a specialty. It makes no difference who has failed to cure you. Call or write. Consultation free. Medicines sent to any address. Hours—9 a.m. to 9 p.m.; Sundays, 3 to 9 p.m. Dr. Reeve, 335 Jarvis-street, south-east cor. Gerrard-street. Toronto. 246

SPORTING GOODS.
Fishing Tackle,
Tennis Goods,
Golf Supplies.
RICE LEWIS & SON
LIMITED,
Victoria and King Streets, Toronto.

King Flue Cleaners
Have Steel Scraping Knives. Best in the world.
THE AIKENHEAD HARDWARE CO.
6 ADELAIDE-STREET EAST,
AGENTS. 246

Every Camper, Cottager, Villager, Farmer—have a summer stove—burn "Sarnia" Gasoline Fuel. More comfort and cheaper. Ask your dealer.
THE QUEEN CITY OIL CO.
SAMUEL ROGERS PRES. TORONTO.

LABATT'S PORTER!

Undoubtedly the BEST brewed on the continent. PROVED to be so by Analyses of four Chemists, and by awards of the World's Great Exhibitions, especially Chicago, 1893, where it received 96 points out of a hundred—much higher than any other Porter in United States or Canada.

The Very Best
COAL AND WOOD

OFFICES:
20 King Street West.
409 Yonge Street.
793 Yonge Street.
573 Queen Street West.
1352 Queen Street West.
202 Wellesley Street.
306 Queen Street East.
415 Spadina Avenue.
Esplanade Street, near Berkeley St.
Esplanade, foot of West Market St.
Bathurst Street, nearly opp. Front.
Pape Avenue, at G.T.R. Crossing.
1131 Yonge Street, at C.P.R. Crossing.
13 Telephones.

THE **ELIAS ROGERS CO.** Limited

THE BEST
COAL & WOOD
MARKET RATES.

OFFICES:
6 King Street East.
342 Yonge Street.
790 Yonge Street.
200 Wellesley Street.
Corner Spadina Avenue and College Street.
568 Queen Street West.
DOCKS:
Foot of Church Street.
YARDS:
Bathurst and Dupont Streets.
Toronto Junction.
Subway, Queen Street West.
CONGER COAL CO'Y,
LIMITED. 246

CRATE, EGG, STOVE, NUT, PEA.
BRANCH YARD 429 QUEEN STREET W.
COAL and WOOD At Lowest Cash Prices
Hardwood, long
Softwood, long..
Pine wood, long..
Slabs, long.....
Cutting and Splitting 50c extra.
WM. McGILL & CO.,
HEAD OFFICE AND YARD COR. BATHURST and FARLEY AVE.
Telephone 5393.

COAL AND WOOD.
P. BURNS & CO.,
38 KING E.
First-class Chestnut, Egg and Stove arriving daily. Bright, clean and dry.
TELEPHONE 131.

HOFBRAU
Liquid Extract of Malt.
The most invigorating preparation of its kind ever introduced to help and sustain the invalid or the athlete.
W. H. LEE, Chemist, Toronto, Canadian Agent.
Manufactured by 246
REINHARDT & CO., TORONTO, ONTARIO

Thos. Taylor,
WINE AND SPIRIT MERCHANT,
174 Queen Street West
Phone 106. COR. OF SIMCOE.
Choice lines of both
Imported and Native Wines
always kept in stock. 25

"Virtue."
One definition of this word is "*secret agency*," which makes it very applicable to Cottam Seed. The skilful cook exercises a "*secret agency*" The same materials used by the average servant produce very different results under her mixing. So constant supervision by experienced bird-men accounts for the better general results obtained from Cottam Seed. [129]

NOTICE BABY, COTTAM & CO. LONDON, on label. Contents, manufactured under 6 patents, sell separately—BIRD BREAD, 10c.; PERCH HOLDER, 5c.; SEED, 10c. With COTTAMs SEED you get this 25c. worth for 10c. Three times the value of any other seed. Sold everywhere. Read COTTAMS illustrated BIRD BOOK, 96 pages—post free 25c.

THE ONTARIO
Brewing AND Malting Co.,
LIMITED, TORONTO.
BREWERS AND BOTTLERS. . .
Of the Celebrated India Pale Ale and Double Stout, in wood and bottle . . .
Try Our Red Seal Ale in Pints and Quarts
311 KING STREET E.
Phone 162. 246

THE
Ales and Porter
—OF—
THE DOMINION BREWERY COMPANY LIMITED
are the finest in the market. They are made from the finest malt and hops, and are the genuine extract.
The White Label Brand
IS A SPECIALTY
To be had of all First-Class Dealers

One of the greatest blessings to parents is Mother Graves' Worm Exterminator. It effectually dispels worms and gives health in marvelous manner to the little ones. ad